

New England Departments of Agriculture Livestock Survey

Please indicate which of the following subjects would interest you:

- 1) Primary species of interest to you. (Please rank them 1-6 with one indicating the greatest interest.)
a) beef _____ b) pork _____ c) lamb _____ d) chevon _____ e) poultry _____ f) other _____

2) Processing

meat cutting

Fabrication for food service accounts _____

Fabrication for retail accounts _____

maximizing carcass utilization _____

advanced processing

cured products _____

smoked products _____

ground or emulsified products _____

Cooked ready to eat products _____

shelf stable products _____

product presentation

packaging _____

labeling _____

shelf life _____

Distribution/delivery _____

3) Marketing

a) Identifying a market _____ b) Building a supply _____ c) Pricing your product _____

d) Developing/training a sales staff _____

4) Business planning

a) Business structure _____ b) Developing the plan _____ c) Obtaining capital _____

5) Knowing your customer

a) How to determine the product attributes that are of primary importance to your customer _____

b) Help in determining what your customer considers an equitable price for your product _____

c) Problem solving and dispute resolution _____

d) Innovative solutions to the challenges of competition _____

6) Regulatory issue

a) Licensing requirements

b) Regulated activities

c) Understanding HACCP

7) Building a relationship with a processor

a) The impact that your proposed product may have on the processor

b) Negotiating risk associated with product loss due to processor error

8) Additional comments? Do you have specific needs that you would like to have considered?

Please feel free to write a paragraph or two describing your business, why it is successful and/or where you would like to make improvements.

Please complete and return to:

Livestock Survey

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